



**WNBC**  
**30 Rockefeller Plaza**  
**New York, NY 10112**  
**(212) 664-4444**

www.nbcnewyork.com

# CONTRACT

<u>Contract / Revision</u> 335209 /		<u>Alt Order #</u>
<u>Product</u> <b>SENATE 2012</b>		
<u>Contract Dates</u> <b>10/16/12 - 10/22/12</b>	<u>Estimate #</u> <b>ORDER#1342</b>	
<u>Advertiser</u> <b>LINDA MCMAHON FOR SENATE</b>		<u>Original Date / Revision</u> 09/13/12 / 09/14/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>WNBC</b>	<u>Account Executive</u> Aaron Zeligson	<u>Sales Office</u> Philadelphia NS
<u>Special Handling</u>		
<u>Demographic</u> RA35+		
		<u>Total Ratings</u> 99.00
<u>IDB#</u> 1021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> 42748	<u>Advertiser Ref</u> 20828	

And:

**MENTZER MEDIA**  
**DO NOT MAIL**  
**600 FAIRMOUNT AVENUE**  
**SUITE 306**  
**TOWSON, MD 21286**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WNBC	10/16/12	10/22/12	7-9A TODAY SHOW	7A-9A		:30				NM	5	\$11,000.00
	IP												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/15/12	10/21/12	- 1111--				4	\$2,200.00	2.00			
	Week:	10/22/12	10/28/12	1-----				1	\$2,200.00	2.00			
N 2	WNBC	10/16/12	10/22/12	5-6P M-F 5P NEWS	5-6P		:30				NM	5	\$3,750.00
	IP												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/15/12	10/21/12	- 1111--				4	\$750.00	1.00			
	Week:	10/22/12	10/28/12	1-----				1	\$750.00	1.00			
N 3	WNBC	10/16/12	10/22/12	6-630P M-SU NEWS @ 6P	6P-630P		:30				NM	5	\$5,000.00
	IP												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/15/12	10/21/12	- 1111--				4	\$1,000.00	2.00			
	Week:	10/22/12	10/28/12	1-----				1	\$1,000.00	2.00			
N 4	WNBC	10/16/12	10/22/12	11-1135P M-SU L NEWS 20C	11P-1135P		:30				NM	6	\$24,000.00
	IP												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/15/12	10/21/12	- 11111-				5	\$4,000.00	3.00			
	Week:	10/22/12	10/28/12	1-----				1	\$4,000.00	3.00			
N 5	WNBC	10/16/12	10/21/12	7-9A SAT TODAY	7A-9A		:30				NM	1	\$1,200.00
	IP												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----1-				1	\$1,200.00	2.00			
N 6	WNBC	10/16/12	10/21/12	10-1030A CHRIS MATTHEW	10A-1030A		:30				NM	1	\$5,000.00
	IP												

(\* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



**WNBC**  
**30 Rockefeller Plaza**  
**New York, NY 10112**  
**(212) 664-4444**

www.nbcnewyork.com

<u>Contract / Revision</u> 335209 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/16/12 - 10/22/12	<u>Product</u> SENATE 2012	<u>Estimate #</u> ORDER#1342
<u>Advertiser</u> LINDA MCMAHON FOR S		<u>Original Date / Revision</u> 09/13/12 / 09/14/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-----1				1	\$5,000.00	1.00			
N 7	WNBC	10/16/12	10/21/12	SUN MEET THE PRESS	SUNDAY		:30				NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-----1				1	\$12,000.00	1.00			
N 8	WNBC	10/16/12	10/21/12	NFL REGULAR SEASON	815P-1130P		:30				NM	1	\$26,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-----1				1	\$26,000.00	6.00			
N 9	WNBC	10/16/12	10/22/12	7-730P M-F EXTRA	7-730P		:30				NM	7	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-2121--				6	\$2,000.00	2.00			
Week:		10/22/12	10/28/12	1-----				1	\$2,000.00	2.00			
N 10	WNBC	10/16/12	10/21/12	9-10P FR GRIMM	9-10P		:30				NM	1	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	----1--				1	\$6,500.00	4.00			
N 11	WNBC	10/16/12	10/21/12	NFL SU LT NWS NON LOCA	1130P-12A		:30				NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-----1				1	\$5,500.00	3.00			
N 12	WNBC	10/16/12	10/22/12	730-8P M-F ACCESS HLLY	730P-8P		:30				NM	5	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-1111--				4	\$2,400.00	2.00			
Week:		10/22/12	10/28/12	1-----				1	\$2,400.00	2.00			
N 13	WNBC	10/16/12	10/22/12	630P NBC NIGHTLY NEWS	630P-7P		:30				NM	5	\$17,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-1111--				4	\$3,500.00	2.00			
Week:		10/22/12	10/28/12	1-----				1	\$3,500.00	2.00			
N 14	WNBC	10/16/12	10/22/12	11A-12P M-F ACCESS LIVE	11A-12P		:30				NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-1--1--				2	\$500.00	1.00			
Week:		10/22/12	10/28/12	1-----				1	\$500.00	1.00			
N 15	WNBC	10/16/12	10/21/12	7-730P SAT GEORGE TO RI	7P-730P		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-----1-				1	\$2,000.00	1.00			
N 16	WNBC	10/16/12	10/21/12	7-830A SUN TINY @7A	7A-830A		:30				NM	1	\$800.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC &amp; TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



**WNBC**  
**30 Rockefeller Plaza**  
**New York, NY 10112**  
**(212) 664-4444**

www.nbcnewyork.com

<u>Contract / Revision</u> 335209 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/16/12 - 10/22/12	<u>Product</u> SENATE 2012	<u>Estimate #</u> ORDER#1342
<u>Advertiser</u> LINDA MCMAHON FOR S		<u>Original Date / Revision</u> 09/13/12 / 09/14/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/15/12	10/21/12	-----1				1	\$800.00	1.00				
<b>Totals</b>											99.00		49	\$147,750.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/22/12	49	\$147,750.00	\$125,587.50
<b>Totals</b>	49	\$147,750.00	\$125,587.50

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.